**AMENDMENT TRANSMITTAL LETTER**Docket No.
SONY 3.0-030Application No.
09/785,095Filing Date
February 16, 2001Examiner
J. L. YoungArt Unit
3622

Applicant(s): Paul H. Feinberg

Invention: SYSTEM AND METHOD FOR PROVIDING CUSTOMIZED ADVERTISEMENTS OVER A NETWORK

TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is an amendment in the above-identified application.

The fee has been calculated and is transmitted as shown below.

CLAIMS AS AMENDED					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	48	- 28 =		x	
Independent Claims	5	- 3 =	2	x \$200.00	\$400.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					\$400.00

 Large Entity Small Entity No additional fee is required for this amendment. Please charge Deposit Account No. 12-1095 in the amount of \$ 400.00.
A duplicate copy of this sheet is enclosed. A check in the amount of \$ _____ to cover the filing fee is enclosed. Payment by credit card. Form PTO-2038 is attached. The Director is hereby authorized to charge and credit Deposit Account No. 12-1095
as described below. A duplicate copy of this sheet is enclosed. Credit any overpayment. Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.
Raymond B. Churchill, Jr.
Attorney Reg. No.: 44,617

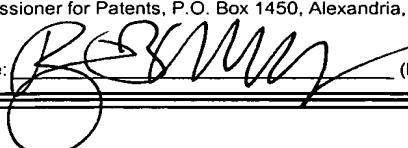
Dated: December 22, 2004

LERNER, DAVID, LITTBENBERG, KRUMHOLZ & MENTLIK, LLP
600 South Avenue West
Westfield, New Jersey 07090

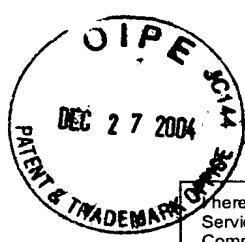
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Docket No.: SONY 3.0-030
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of: :
Paul H. Feinberg :
Application No.: 09/785,095 : Group Art Unit: 3622
Filed: February 16, 2001 : Examiner: J. L. Young
For: SYSTEM AND METHOD FOR PROVIDING :
CUSTOMIZED ADVERTISEMENTS OVER A :
NETWORK :
Commissioner for Patents

P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Dear Sir:

In response to the official action mailed September 22, 2004, applicant submits the following amendments and remarks.

12/28/2004 KBETEMA1 00000038 121095 09785095

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